

FORT+ solves the need for a Marketing Director

RESULT: Monthly page views up 700%



SOCKEYE

Sage Partner

THE SITUATION

Sockeye Consulting, thriving in the construction and real estate sector as a Sage Partner, credits 15 years of growth to superior products and customer service. Despite a steady influx of new clients and strong word-of-mouth, they recognized the need for a robust marketing strategy. The idea of hiring a single Marketing Director revealed a challenge: finding one person to effectively manage all critical marketing aspects, including creative direction, online advertising, and SEO, seemed impractical. This realization highlighted the complexity of meeting their industry-specific marketing demands with just one hire.

THE SOLUTION

Collaborative Advantage

“We decided to work with FORT instead of hiring an FTE/Marketing director,” says Nick Brorson, Founder and CEO of Sockeye Consulting. **“FORT could offer Sockeye so much more than one individual. FORT is like an extension of our company - a whole marketing department!”**

Networked Proficiency

FORT provides access and connections to a wide range of vetted freelance experts (copywriters, programmers, media placement, digital experts, designers, etc.) and it's included in their monthly fee. **“If we had hired a marketing director in-house, we would have had to depend on that person finding these experts and then pay them on top of their salary.”**

RESULTS

2,090,000
Organic Search Impressions

7,000
Monthly Page Views

383%
LinkedIn Audience Growth



THE RESULT

With consistent, targeted content being produced, FORT gives Sockeye's sales team what they need to keep making contact. "We have vertical specific materials we're able to share with prospects that speak directly to their industry. This helps move them down the funnel and Sockeye into their consideration set," says Nick.

And the numbers speak for themselves...

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“Because of the materials FORT publishes on our behalf, our team is proud to work at Sockeye. Our employees consistently comment that they're proud to see their work shared on social platforms and complement the polish FORT has brought to our owned channels/materials.”

- Nick Brorson, CEO at SOCKYE



Monthly users on the website are up 500%



Monthly page views are up 700%



LinkedIn engagement is up 50%



Average LinkedIn post link clicks are up 74%

OUR APPROACH

We use the hub and spoke model as a not-so-secret weapon for boosting SEO rankings. It also ensures that we get every drop of potential out of each content piece that we create. This strategy not only helps us use our resources smartly but also makes sure we're chatting with our audience in a consistent way, no matter where they hang out, while still giving them the special tweaks they prefer.



While this approach has proven results, it requires a wide variety of skillsets including: copywriting, SEO strategy, graphic design, animation, web development, data analysis, social media strategy and project management. Our clients have opted against hiring all of these roles in-house and, instead, work with our team to make it happen.

WHY IT WORKS

- Highly specialized writers and creative strategy
- Intelligent web design, updated weekly to align with current strategies
- Consistent, creative approach to SEO
- Asset strategy that supports sales
- A nimble, fast-moving team that drives marketing initiatives



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“We love that we can depend on FORT for large strategic projects with complex working parts – but the team also comes through when we need last-minute items or quick-turn materials.”

- Nick Brorson, CEO at SOCKEYE

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